

NOTICE OF DECISION UNDER REGULATION 32 FILM POSTERS

DVD ADVERTISING

TO: The Film and Video Labelling Body Inc.
PO Box 2627
AUCKLAND

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Dick Sucking Anal Bitches Of Fresh Meat

is **Not Approved.**

The DVD slick is not approved because its content is highly degrading, dehumanising and demeaning. If the slick were submitted for classification, consideration under s3(3)(a)(iii) and s3(3)(c) would be likely to lead to a classification of "Objectionable".

The slick comprises a busy montage of images depicting primarily fellatio, and simultaneous vaginal and anal intercourse. These images create the impression that women are little more than a collection of sexual orifices to be filled, especially in light of the publication's title. The combined effect of the publication's title and these images results in the slick being highly degrading to women.

The Classification Office has weighed the competing considerations of the issues raised above and the right to freedom of expression set out in s14 of the New Zealand Bill of Rights Act 1990. The DVD slick's potential for injury to the public good makes it likely that, if the slick were to be submitted under s13(1) of the FVPC Act 1993, it would be classified as objectionable. The likely injury to the public good caused by the availability of this advertising material is its potential to play a role in the formation or reinforcement of negative attitudes to women.

.....

Date: 09 October 2007

For the Classification Office (signed):

OFLC No: 702139